

SELLING Points

LOTTERY RETAILER NEWSLETTER | May 2017 Vol. 17, No. 11



sceducationlottery.com



Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called “Odds of Our Games.”

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819

Winning Numbers Line: 1-803-734-4966 (IWON)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



GAS LOTTERY

Signage Options

Lottery supplied to fit your storefront.

The South Carolina Education Lottery offers a variety of signage options to advertise our games to customers before they walk through your door. Our jackpot window signs, window clings, curbside signs, pole displays and front door stickers are all items you can use to decorate your storefront and maximize lottery sales.

Update your jackpot signs.

The best piece of advice we can give you to drive sales is to update your jackpot signs. It's simple to do.

Update your jackpot signs first thing in the morning with the correct amounts after each Powerball® and Mega Millions® draw. Customers can spot the signs from the pumps and decide to come inside to play.

Custom Options



WE SELL LOTTERY

Congrats to **Mona Lisa Beverage** in **Myrtle Beach** on selling a \$1 million ticket! LOTTERY is on the marquee!



YARD SIGN

Mo Convenience & Tobacco in **Aiken** had this yard sign made to promote a \$50,000 Powerball® win at the store!



LUCKY ATMOSPHERE

WOW! You can't miss this winning display at **Gaffney Store** in **Gaffney**. No mistake: they sell winning tickets!



PUMP UP THE CREATIVITY

We just love the creativity on display at **OM Mart** in **Eastover**. Someone is a talented artist!



WINNING WELCOME

Before you walk inside the **Kwik Mart** in **Sumter**, you know this location is a winning destination.



Dash in and get them before they're gone...IN A FLASH!!

By Lauren Leviner, Product Specialist

Be on the lookout for the South Carolina Education Lottery's newest games...The **IN A FLASH** tickets launch on May 30, and they're LOADED with low top prizes!

\$1 – \$50 in a Flash – Loaded with \$50 Top Prizes!

\$2 – \$100 in a Flash – Loaded with \$100 Top Prizes!

\$5 – \$200 in a Flash – Loaded with \$200 Top Prizes!

\$10 – \$500 in a Flash – Loaded with \$500 Top Prizes!

So, make sure to encourage your players–Don't delay!
Play all four games IN A FLASH!

SPOTLIGHT

Jakes One Stop Sharing for Success

By Terry Gist, Upstate MSR

Jakes One Stop on Hwy. 8 in **Pelzer** is making changes that reward employees for selling lottery. Owner Majed Farah and Faris Farah have been at the location for 11 years, and lottery sales are a huge part of their success.

This year owners rewarded those working hard at the registers in their store. The best way MJ and Faris figured to give back was to use their best tracked item, which is Lottery. As retailers make 7% on lottery sales, a 1% claim to all employees as an end of year bonus gives them added drive and pride in selling lottery and being a part of the company on a financial level. This year close to \$6,000 was distributed with an average check totaling \$711 per employee. The impact on sales this year has been tremendous! We can't wait to see what next year brings, hopefully \$1,000 checks for all employees.

Jakes' staff strives to keep new tickets stocked, top prizes posted on each window, and customers engaged about jackpots. Thank you to Faris Farah, Roda Farah, Aida Farah, Yville Campbell, Brittney Childress, Annie Gillyard, Imad Alchaieb, April Clark, April Parker, and our lottery champion Lynn Kimbrell for the Lottery's success at Jakes One Stop.



Majed Farah and Faris Farah had an excellent idea to reward staff for selling lottery tickets and increase sales at the same time. Read the story on the left to find out how they did it!

New Games

Scheduled to launch Tues., May 2:



Launch dates and tickets are subject to change.
Artwork shown is not necessarily representative of final product.

Scheduled to launch Tues., May 30:



Scheduled to launch Mon., May 8:

Cash
Count Up
Add-A-Play*

TICKET Alerts

LAST DAY TO SELL:

Wed., May 3: Mighty Jumbo Bucks (#850) & Black Ice Millions (#883)
Wed., May 24: White Out Bingo (#885) & Ruby 6s (#889)

LAST DAY TO RETURN:

Fri., May 5: Quick 7's (#853) & Cash Funds (#871)
Fri., May 26: Royal Cash (#872) & Winning 777 (#903)

LAST DAY TO REDEEM:

Tues., May 2: Pink Diamond Bingo (#851) & Double Match (#881)
Tues., May 9: Black and Gold (#876)
Tues., May 23: Cash Payout (#816) & Money Mania (#855)
Tues., May 30: Big Bonus Crossword (#875), Fast Bucks (#880) & Sapphire 7s (#890)

- Dates Current as of 3/30/2017

HOLIDAY CLOSING: Monday, May 29 – SCEL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 26 will be delivered on Tues., May 30.